

EXHIBIT A

SCOPE OF BID SERVICES FY 2015

DESCRIPTION OF SERVICES
<u>I. Clean and Safe Services</u>
<ul style="list-style-type: none">a. Ensure downtown is safe, clean and attractive for visitors, workers and residents by removing litter and debris (using mechanical litter vacuums, scraping of handbills, flyers and stickers from vertical surfaces)b. Emptying Public Streetscape trashcans and initiating a program to remove and refurbish damaged trashcans and then reintroduce said trashcans into the urban environmentc. Remove graffiti from public infrastructure using chemical applications, power washing or paintingd. Respond to One Call issues and work orderse. Spraying and mechanical removal of larger concentrations of weedsf. Clean, inspect and paint (as needed) street fixtures and furniture (includes: benches, trashcans and picnic tables)g. Use necessary methods to remove isolated gum spots on sidewalksh. Snow & Ice Removal of the handicap cutouts at the crosswalks.i. Track unusual activities, issues, or conditions using electronic tracking system & report items to the City if outside Block by Block scope of services (graffiti, damaged sidewalks, safety concerns, appearance issues, fire ant problems, etc.)

DESCRIPTION OF SERVICES

- j. Perform minor brick sidewalk repair on the soft set bricks on a routine maintenance schedule (this does not include cement sidewalk repair)
- k. Ambassadors will receive Hospitality Training- including downtown specific knowledge about restaurants, hotels, shows, parking, etc.)
- l. Serve as the "Eyes and Ears" of police (report any unwanted or unusual activity of concern to police)
- m. Address "quality of life" issues--Be knowledgeable of local ordinances and how to apply them & contact police when needed (panhandling, disorderly conduct, public urination, soliciting, etc.)
- n. Public relations checks with businesses similar to those made by the City's Downtown Bike Patrol
- o. The Block by Block Ambassador Team will have time each week dedicated to Special Projects (Special Projects to be determined)
- p. Some targeted landscaping and watering as a "Special Project"
- q. Explore ways to increase night-time visibility of ambassadors on event nights

II. Enhanced Economic Development, Marketing, and Events

DESCRIPTION OF SERVICES

a. Enhanced Development & Marketing

- i. Update and expand current economic development recruitment materials for businesses, developers, residents and other investors**
- ii. Begin the process of updating the 2008 Downtown Durham Master Plan.**
- iii. Creative Pedestrian Lighting Program to enhance the pedestrian experience in downtown and to help connect the City Center to other nodes of activity**
- iv. Educate residential & commercial realtors about downtown through presentations, events and increased marketing efforts as needed**
- v. Expand and improve electronic marketing, such as web presence, social media, mobile applications, and other electronic media**
- vi. Strengthen Downtown "Find Your Cool" brand in order to better recruit companies, businesses, residents, and visitors**
- vii. Increase marketing of Downtown Durham as an entrepreneurial hub to recruit and retain startups**
- viii. Strengthen marketing efforts through social media, event sponsorships, promo materials, advertising, economic development packet, maps and targeted outreach**

b. Events

DESCRIPTION OF SERVICES

- i. **Manage events that provide commerce opportunities for downtown businesses and to improve connectivity between nodes of activity**
- ii. **Increased marketing & promotional efforts events by increased social media outreach and advertising when appropriate**
- iii. **Use increased resources to seek strategic partnerships with potential sponsors events**
- iv. **Schedule events at consistent times and days to build base of attendees**
- v. **Use increased marketing efforts to coordinate event times with local music venues & other events**
- vi. **Provide sponsorship & support of current downtown events such as ArtWalk, Centerfest, Third Friday, and other events that increase visitors to Downtown Durham**
- vii. **Continue efforts to increase viability and impact of major downtown-centric events (e.g.-“Art of Cool” “TASTE the Event” and “Bull City Sculpture Show”)**

Contractor will provide the foregoing enhanced Economic Development, Marketing, and Events within the BID District consistent with the goals of the 2008 Downtown Master Plan Update and the 2010 City Center Retail Market Analysis, both adopted by Durham City Council.